

TRAVEL AND HOSPITALITY

IHG to add 50 new hotels to global portfolio

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The group is opening and fostering hotels in various locations including Rome and Ras Al Khaimah. Image courtesy of IHG

By LUXURY DAILY NEWS SERVICE

Hospitality group InterContinental Hotels Group is planning to welcome more than 50 new hotels to its luxury and lifestyle portfolio this year.

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The group is planning on opening new locations in exciting places including Rome and Crans-Montana, Switzerland. Both Six Senses and Regent hotels are opening numerous new locations, continuing their mission in bringing consumers luxurious stays.

"Luxury, and what it means to consumers, continually changes and adapts," said Tom Rowntree, vice president of global marketing for luxury brands at **IHG**, in a statement.

"We've been intentional and strategic with the enhancements we've made to the IHG Luxury & Lifestyle collection in recent years, and our exciting pipeline of openings for 2022 demonstrates the strength and depth of the portfolio."

Reconnecting with oneself

Six Senses continues expanding on its ethos of fostering consumers' connection to themselves and the outside world.

This year, Six Senses anticipates opening four resorts and spas: Six Senses Rome, Six Senses Crans-Montana, Six Senses Kanuhura and Six Senses Southern Dunes, The Red Sea. Each new location will reflect the brand's dedication to fostering wellness.



IHG is looking to spotlight properties that give consumers what they seek: excellent service. Image courtesy of IHG

Regent is hoping to grow to more than 40 hotels in key gateway cities over the long term, starting with its new property, Regent Phu Quoc, and the reopening of Regent Hong Kong. The brand will continue to hone its reputation of offering innovative amenities, expansive views, access to landmark destinations and exemplary service.

With an assortment of such diverse locations, travelers can discover exactly where they need to be to reflect and relax.

As consumers return to traveling, they are seeking great customer service and restorative experiences, and IHG is looking to provide.

A December survey from InterContinental Hotels Group's Voco Hotels found that 90 percent of guests consider great service as most important when staying at a hotel. Travelers are seeking hotels with staff who make them feel comfortable, can easily communicate in a friendly manner and help them connect with entertaining activities ([see story](#)).

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